

Nonbox Eisner 5307 S 92nd St Hale Comers, WI 53130

Phone/Fax

SD18-Week of 1012

Local/Political Issue Agency BRD

Buyer Name Sales Office

Comments Billing Type Account Types

Local political order for week of 10/12

Calendar

Contract # Schedule Dates Nonbox Eisner (5242) WMC Issues Mobilization Council Inc (24174) 10/12/16-10/18/16 2654995

Murphy, Cindy WLUK/WCWF HOUSE-GREEN BAY, WLUK/WCWF (3961) SD18-Week of 1012 (868079) POLITICAL ISSUE (ns) (1187)

Brand

Product

Salesperson

Agency

Advertiser

Demo Entered By Last Modified Headline # ဝှ

Date Entered 10/05/16 Š

A35+R

15.00 \$8,010.00

Net Total Commission Commission %

Megan Bies

Order Type Package Deal

Sales Tax \$45,390.00

By Calendar Month Green Bay (WLUK)

Spots 51

\$53,400.00 \$53,400.00

Grand Total: Oct. 2016

Normal ...

# roughe (Contract is shown with Pending Workflow Approvals applied)

+			Comments:	Date:		ion:	Accepted-Station:	Date:			Accepted-Agency/Advertiser:	Accepted
				3	AC.	CONFIRMATION CONTR	CONF		ŀ			
H				4000		1	:30 8:30A- 9A (CST)	2 :30 8:30	<u> </u>	10/12/16-10/18/16	Est 9.0 Unapproved (NewL) on credit hold /	Est 9.0
10/5/16	GDW	\$3.750.00 Green Bay (WLUK)	\$3.750.00	\$750 OO	, (	h	:30 8A- 8:30A (CS1)		2	10/12/16-10/18/16	Est 8.0 Unapproved (NewL) on credit hold /	Est 8.0
10/5/16	GDW	\$3.750.00 Green Bay (WLUK)	\$3.750.00	\$750.00	<u>, u</u>	4 July 1	:30 7:30A- 8A (CST)			10/12/16-10/18/16	Est 7.0 Unapproved (NewL) on credit hold /	Est 7.0
10/5/16	GDW	\$5,000.00 Green Bay (WLUK)	#S 000 00	\$1,000.00	n u		:30/7A- 7:30A (CST)	:307A-		10/12/16-10/18/16	Est 6.0 Unapproved (NewL) on credit hold /	Est 6.0
10/5/16	GDW	45,000,00 Green Bay (WI LIK)	\$5 000 00 \$1,000,00	21,000.00	, ,	, , , , , , , , , , , , , , , , , , ,	:30 6:30A- 7A (CST)	:30 6:30	-	10/12/16-10/18/16	Est 5.0 Unapproved (NewL) on credit hold / News	Est 5.0
10/5/16	GDW	\$3 000 00 Green Ray OVI LIKO	\$3 000 00	21 000 00		-	:30 6A- 6:30A (C51)	:30 6A-	-	10/13/16-10/18/16	Est 4.0 (Unapproved (NewL) on credit hold / News	Est 4.0
10'5/16	GDW	\$3,000,00 Green Bay (WLUK)	\$3,000.00	\$1 000 00	<u>.,                                    </u>	• •	:30 5:30A- 6A (CST)		u u	10/17/16-10/18/16	Est 3.0 Unapproved (NewL) on credit hold /	Est 3.0
10'5/16	GDW	\$800.00 Green Bay (WLUK)	\$800.00	\$400.00	<u>, , , , , , , , , , , , , , , , , , , </u>	3-	(30 5:30A- 6A (CST)			10/12/16-10/14/16	Est 2.0 Unapproved (NewL) on credit hold /	Est 2.0
10'5/16	GDW	\$1,200.00 Green Bay (WLUK)	\$1.200.00	\$400,00	<u></u>		:30 SA- 5:30A (CST)		ω	10/18/16-10/18/16	Est 1.0 Unapproved (NewL) on credit hold / News	Est 1.0
10/5/16	GDW	Station Of Green Ray (WILLIK)	Total	Rate	Spots .	SPW Mo Tu We Th Fr Sa Su	Run Times Si	Length	Sec	Dates	Line Type / Break Type (Ref #)	Line

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



Product

Agency Advertiser

Nonbox Eisner 5307 S 92nd St Hale Corners, WI 53130

> Schedule Dates Contract # WMC Issues Mobilization Council Inc (24174) 10/12/16-10/18/16 POLITICAL ISSUE (ns) (1187) Nonbox Eisner (5242) 2654995

Å Brand Sales Office Salesperson Account Types Phone/Fax Buyer Name Local/Political Issue Agency BRD SD18-Week of 1012 Murphy, Cindy WLUK/WCWF

Billing Type

Calendar

Comments

Local political order for week of 10/12

SD18-Week of 1012 (868079) HOUSE-GREEN BAY, WLUK/WCWF (3961) Date Entered

Demo ၀ မွ Entered By Net Total Commission Commission % Order Type Headline # Last Modified Sales Tax Package Dea 15.00 8 \$45,390.00 \$8,010.00 Normal A35+R Megan Bies

10/05/16 Green Bay (WLUK)
By Calendar Month Oct. 2016 Grand Total: Spots 51 51

> \$53,400.0 \$53,400.

Als (Contract is shown with Pending Workflow Approvals applied)

			Comments:	Date:		ation:	Accepted-Station:	Date:		Accepted-Agency/Advertiser:	Acce
					AC	CONFIRMATION CONTRA	CON				
Т										NCMS	T
1		Sported predictory	po.oocé	\$500.00	_,	jut.	:30 9P- 10P (CST)	w	10/15/16-10/15/16	Est 18.0 Unapproved (NewL) on credit hold /	Eşt
10'5/16	NEAK AT NINE 10	Constant of the Constant of th					:30 8A- 9A (CST)	_ 2	10/15/16-10/15/16	Est 17.0 Unapproved (NewL) on credit hold /	ξŢ
10,5/16	GDW 10	\$1,000,00 Green Bay (WLUK)	\$1,000.00	\$500.00	,	,				News	
Ų	SOW.	\$1,000.00 Green Bay (WEOZ)	\$1,000,00	\$500.00	2	2	:30 7A- 8A (CST)	2	10/15/16-10/15/16	Est 16.0 Unapproved (NewL) on credit hold /	异
105/16		Community (Trace)	4,000	\$1,300.00		- · · · · · · · · · · · · · · · · · · ·	:30 9:30P- 10P (CST)		10/13/16-10/14/16	Est 15.0 Unapproved (NewL) on credit hold /	<u>प्</u>
10 5/16	NEWS AT NINE 10	\$3 000 00 Green Ray OVILIK)	43 000 0n	÷1 500 00	,			ŀ		News	
í	NEASO WE MINE	\$4,500.00 Green Bay (WLUK)	\$4,500.00	\$1,500.00	ω	<u>н</u> н	:30 9P- 9:30P (CST)	щ	10/13/16-10/17/16	Est 14.0 Unapproved (NewL) on credit hold /	<u>π</u>
77.7								 		SPOT	Ē
10,5/16	WHEEL 10,	\$7,500.00 Green Bay (WLUK)	\$7,500.00	\$7,500.00	<b>,</b> _		:30 6:30P- 7P (CST)	_	10/18/16-10/18/16	Set 13 Of Inapproved (New! ) on credit hold /	r
	2	\$5,000.00 Green bay (WLON)	\$5,000.00	\$5,000.00	1		:30 6P- 6:30P (CST)	<u>ц</u>	10/12/16-10/12/16	Est 12.0 Unapproved (Newl.) on credit hold /	Est
٠Ţ	10 S/16		200							News	Ē
Ų	NEWS AT FIVE	\$2,000.00 Green Bay (WLUK)	\$2,000.00	\$1,000.00	2	<u>н</u>	:30 5P- 6P (CST)	<u></u>	10/12/16-10/13/16	Est 11 Oil insonroyed (Newl ) on credit hold /	Ţ
نِ اِن		\$1,500.00 Green bay (WLON)	00.00c,1¢	\$/50,00	2	1	:30 9A- 10A (CST)	N	10/14/16-10/17/16	Est 10.0 Unapproved (NewL) on credit hold /	Est
Ý	10,5/16		20000		. 100	2		Sec Length	Dates	ne Line Type / Break Type (Ref #)	Line
Entered	Comments E	Station	Total	Rate	Stores	M I	1				
Г			is applied)	Workilow Approvals applied		Due to: Pending line Approvals (Contract is shown with Pending	<ol> <li>Pending line Approvals</li> </ol>	Due t			

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Brand

Agency

Product

Schedule Dates

Advertiser

5307 S 92nd St Hale Comers, WI 53130 Nonbox Eisner

> Contract # SD18-Week of 1012 (868079) WMC Issues Mobilization Council Inc (24174) 10/12/16-10/18/16 WLUK/WCWF HOUSE-GREEN BAY, WLUK/WCWF (3961) POLITICAL ISSUE (ns) (1187) Nonbox Eisner (5242) 2654995

Entered By Last Modified Order Type Demo Date Entered Headline # မှ 중 A35+R 10/05/16 Megan Bies

Green Bay (WLUK)
By Calendar Month
Oct. 2016

Spots 51 51

\$53,400.00 \$53,400.00

Grand Total:

Package Dea Normal

\$45,390.00

Comments Billing Type

Local political order for week of 10/12

엹 Phone/Fax Buyer Name Sales Office Salesperson

SD18-Week of 1012

Local/Political Issue Agency BRD

Murphy, Cindy

Account Types

Sales Tax Net Total Commission Commission % \$8,010.00 15.00

or line Approvals (Contract is shown with Pending Workflow Approvals applied)

Accepted-		Est 20.0 U	Est 19.0 U	Line	
Accepted-Agency/Advertiser:		roved (NewL) on credit hold /	_	Line Type / Break Type (Ref #)	
		10/16/16-10/15/16	10/16/16-10/16/16	Dates	
	ļ	2	2	Sec	ם
Date: A		 :30 8A- 9A (CST)	:30 7A- 8A (CST)	Sec Length Run Times	Due to: Pending line Approvals (Contract is shown with Pending
Accepted-Station:		ļ 	_		oprovals
ition:	办	 		SPW Mo	(Contr
	AT			ฮ	act is
	ONO			We Th	shown w
•	CONFIRMATION CONTRACT	<u></u>	2	Fr Sa Su	ith Pendi
	ACI	 <u> </u>	2	Spots	ng Work
Date:		 \$500.00	\$500.00	Rate	Workflow Approvals applied)
Comments:		\$500.00	00.000,1\$	Total	is applied)
		\$500.00 Green Bay (WLUK)	\$1,000.00 Green Bay (WLON)	Station	
		GDW	G GW	Comments	
	_	01 /4 /nT		10/8/16	
		 		ר פֿ	i L

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Station and Location:

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Date:

WLUK TV GREEN BAY, WI	1	0/4/16
William Eisner & Associate do hereby request station time concerning		OX
Senate District #18	*	

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	see	schedule			

This broadcast time will be used by: WMC Issues Mobilization Council, Inc.

# THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT "COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE." FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a negating to any political matter of national importance?  ☐ Yes ☐ No	
For programming that "communicates a message relating to any political matter national importance," list the name of the legally qualified candidate(s) the progress to, the offices being sought, the date(s) of the election(s) and/or the issumble which the communication refers (if applicable):	gramming
I represent that the payment for the above described broadcast time has been by (name and address):	n furnished
and you are authorized to announce the time as paid for by such person or en (hereinafter referred to as the "sponsor").	ntity
List the chief executive officers or members of the executive committee or the directors below (or attach separately):	board of

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

# THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"

I represent that the payment for the above described broadcast time has been furnished by (name and address):

WMC Issues Mobilization Council, Inc. PO Box 352 Madison, WI 53701					
and you are authorized		•	or by such	person o	or entity
(hereinafter referred to a	as the "sponsor")				
List the chief executive of	officers or memb	ers of the exe	cutive com	mittee oi	the board of
directors below (or attac	ch separately):				
Treasurer: Scott Manley	/				

## TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

liability, including above-requested also agrees to p	ees to indemnify and hold harmless the station reasonable attorney's fees, that may ensue fro advertisement(s). For the above-stated broarepare a script, transcript, or tape, which wibefore the time of the scheduled	m the broadcast of the dcast(s), the sponsor ll be delivered to the
<i>то в</i> 10/4/16	BE SIGNED BY ISSUE ADVERTISER (S Cindy Murphy Digitally signed by Cindy Murphy Date: 2016.10.04 11:50:57 -05'00'	SPONSOR) 414-425-8800
Date	Signature	Contact Phone Number
Acce	TO BE SIGNED BY STATION REPRESENTA  pted □ Accepted in Part	

Printed Name

Title

### AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.